

# quick connections

October 6, 2000

## FCSO is official in Connecticut!

BCBSF's subsidiary First Coast Service Options had lots to cheer about Sept. 26, with the grand opening of its Meriden, Conn., office. FCSO took over administration of the Medicare Part B program in Connecticut, serving about 710,000 Medicare beneficiaries and more than 17,000 providers in the state, including more than 12,800 physicians.

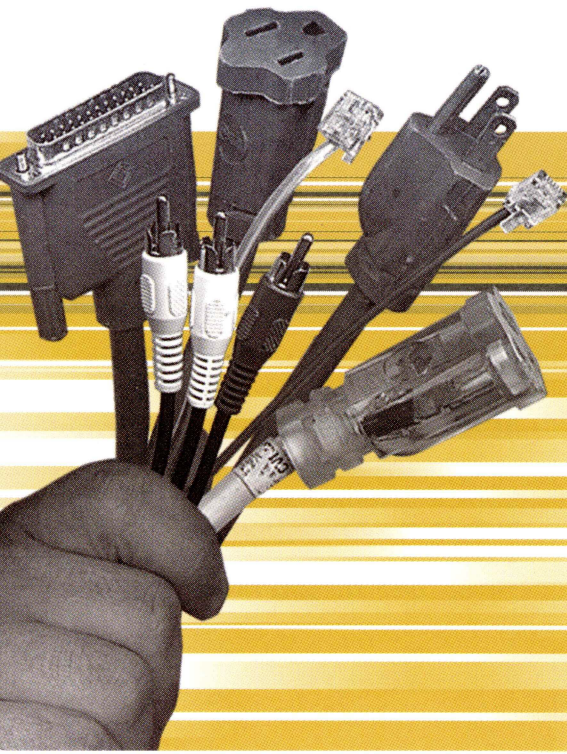
The Health Care Financing Administration (HCFA) selected FCSO last spring to assume the Connecticut contract previously held by United Health Group, which had advised HCFA of its intent to discontinue its participation as a traditional Medicare contractor. The contract's annual volume of 9.2 million claims is the equivalent of about 20 percent of FCSO's Part B workload in Florida.

"The hard work and dedication displayed by both the FCSO and BCBSF transition teams are the reasons for our success," says Patricia Williams, senior vice president and COO of FCSO. The project was complex because it involved both the transitioning of the contract and the opening of our new office, which occurred simultaneously.

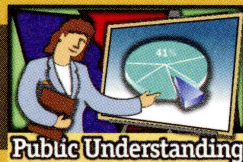
Market expansion is part of FCSO's long-term strategy to grow its traditional Medicare business. Earlier this year, the

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Quick Connections is available online at Corporate Information/Blue Views on the company Intranet.



## Blue Views



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## Fall into high-performance habits

The BCBSF Human Performance System Team's fall schedule of Jacksonville workshops can help you develop skills and habits to enhance your success. From leadership to business skills development, the schedule offers workshops that employees request most. All the workshops are designed to assist employees in meeting business goals and objectives.

"The 7 Habits of Highly Effective People" is new to the schedule. Based on Dr. Stephen Covey's best-selling book of the same name, this interactive workshop provides a foundation for lasting change and effectiveness at the personal, interpersonal, managerial and organizational levels.

Other workshop offerings include Leading the Performance Management Process, Introduction to Continuous Improvement, Project Management Methodology, Behavioral Interviewing, BCBSF Conference Leadership Skills: Effective Meeting Management, Problem Solving & Decision Making, Collaboration Skills: Creating a Collaborative Work Environment, Business Strategies/Strategic Thinking, Managing Change and Fundamentals of Leadership.

To register for any of the workshops, go to the corporate Intranet site. Click on Corporate Information/Human Resources/Corporate Development and Delivery. Select either "Corporate Development & Delivery Registration Information" or "Corporate Development & Delivery Registration Form."

Register early, as classes fill quickly. If you're interested in a special session for a work or project team, call x54075.

## BCBSF, BayCare reach agreement

BCBSF and BayCare Health System of Hillsborough, Pinellas and Pasco counties announced a one-year contract agreement Sept. 29 following weeks of negotiations.

The contract, which became effective Oct. 1, 2000, covers BCBSF's Medicare HMO and commercial HMO products. A 30-day extension to the current letter of agreement was granted for BCBSF's PPO and traditional product lines. A formal agreement for those products is expected prior to Nov. 1, 2000.

With about 185,000 members in BayCare Health System's service area, BCBSF was focused on negotiating arrangements to provide access to quality health care at costs that are affordable for our members. The not-for-profit BayCare Health System includes eight hospitals and is the largest health care provider in Tampa Bay.

## FCSO is official

Continued from front page.

company opened an office in Owings Mills, Md., to support customers in the Baltimore/Washington, D.C., area and provide a base to expand business opportunities with the government.

FCSO's Meriden office employs about 150 people, most of whom previously worked for United Health. The office address is 321 Research Parkway, Meriden, CT 06540. The main phone number is 203-639-3000.



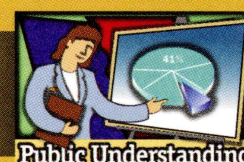
Customer Satisfaction



Market Leadership



Financial Strength



Public Understanding



Org. Effectiveness



Delivery Systems



National Association

## Make note of employee information line

Although we're more than halfway through hurricane season, hurricanes and severe tropical storms can still threaten Florida's coasts. Please remember to call BCBSF's employee information line at 1-800-791-6062 whenever a storm is imminent. A recorded message provides timely information on weather conditions, office closings and returning to work.



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## Focus groups to offer clear vision on communications

*Employees around the state will have an opportunity to voice their opinions about BCBSF's employee communications programming.*

*Corporate Communications will hold seven focus groups during October and November in Jacksonville, Miami, Tampa, Orlando and Pensacola. The focus groups are part of the department's effort to improve employee communication programming. Each focus group will consist of 12 to 14 people, selected with the help of Human Resources, from a cross-section of the employee population. If you're invited to participate, please make every effort to do so.*

## Enroll early in Healthy Addition

*If you or your spouse is pregnant, consider participating in the Healthy Addition program.*

*A voluntary prenatal education and early intervention program, Healthy Addition is designed to promote healthy babies and mothers-to-be. It is offered at no cost to our HMO members and BCBSF employees.*

*The newly enrolled member receives educational material about pregnancy. Additionally, an OB-trained registered nurse contacts the mother-to-be to determine if there is a potential for a high-risk pregnancy. If no risk is identified, the nurse calls again toward the end of the pregnancy.*

*If the mother-to-be is potentially at risk, she will receive additional educational material, depending on the circumstances. Additionally, the nurse will regularly contact the mother-to-be until she delivers the baby. All enrollees also receive a post-delivery call, which includes education on topics related to mother and baby.*

*Pregnant women are encouraged to enroll early in their pregnancy to take advantage of the program. For more information or to enroll, call the Healthy Addition Unit at 1-800-955-7635, option 6.*

***...the corporation that is not in the business of  
human development may not be in any business.  
At least, not for long.***

**— William S. Vaughn, Eastman Kodak**